

**USEITI Outreach and Communications Subcommittee
Meeting Summary for Tuesday, July 19, 2016**

Communications Plan

- A word document version of the plan was sent out, there are areas that need additional discussion, for instance Twillow.
- We could send out an email with leading questions to the subcommittee to make progress.
- Veronika suggested removing the overview section and use the pre-vetted goals.
 - Do we want to revisit the goals? Perhaps we should add additional goals maybe around report dissemination.

Industry and Government possible additions - Communications Strategy

None new at this time

Secretary's Letter to the CEOs

- CEO Letters
 - One letter was incorrectly addressed and it's in the Secretary's office to be resigned today.
 - The letters were sent out to the CEOs on the first day of the June MSG meeting.
- Next letters to go out will be thank you letters that should be ready before the November meeting.
 - We struggled on the CEO letters with the names and addresses but we don't need that for the review of the body of the text for the thank you letter; hopefully this will make for a smoother process.
 - There is some concern based on the slow progress of the CEO letters that we need a process to reassure previous mistakes aren't made again on future letters.

Congressional Outreach

- Who will be leading these meetings?
 - It will be the co-chairs and then Judy, Paul, or Greg
 - MSG is welcome to attend should they want.
- We would like to do two meetings one for house one for senate.
 - One hour presentation will follow the general outline of the previous webinar.
- Paramount objective would be to select the date for this outreach.
- Messaging with congress:
 - We have updated a congressional subcommittee in the past and they had expressed interest in searching in "zip code" like areas

- With 18f's redesign now users can look in narrow georeferenced areas, this would be good to highlight.
- Perhaps short statement that might help congressman realize where USEITI relevant.

Outreach Sessions

- Currently there we need to get started on logistics for this outreach to take place in Helena, MT, Great Falls, MT and New Orleans, LA.
 - Outreach in MT will take place October 4th-6th.
 - Outreach in New Orleans will take place October 16th.

Next Steps/Actions Items

- E-mail the Subcommittee leading questions around the Comms plan to develop further discussion points.
- Mail final CEO letter
- Provide possible dates for Congressional follow-up meeting/presentation
- Reserve meeting locations for outreach in MT and LA

Meeting Attendees

Veronika Kohler, NMA
 Betsy Taylor, Va Tech
 Jerry Gidner, ONRR
 Judy Wilson, ONRR
 Julian Proctor, ONRR
 Susan Ginsberg, IPAA
 Anita Gonzales-Evans, ONRR
 Chris Mentasti, ONRR